openSAP Invites, Episode 15

LEARN ABOUT HOW TO START BUILDING POWERFUL CHATBOTS WITH SAP CONVERSATIONAL AI

Transcript

Elisabeth Riemann: Welcome to openSAP Invites. I'm your host, Elisabeth Riemann, and in this episode, we're learning all about AI chatbots with Karsten Schmidt, Managing Director of SAP Conversational AI. Karsten helps us understand the key benefits of building and using enterprise-ready chatbots for SAP and third-party solutions and we discover how chatbots are streamlining business processes and transforming the user experience. Learning is at the heart of today's episode, not just for us, but for bots, too. We talk about the past and the future of AI while focusing on what you need to know today to get started with intelligent bot building. I'm sure you'll be inspired by Karsten's enthusiasm and expertise and that it won't be long until you've successfully built, integrated, and named your own chatbots. Karsten Schmidt is the Managing Director of SAP Conversational AI. He invests into cutting edge technologies to drive new business ideas and loves to drive research projects and create innovative software solutions. He balances his time between applied research and cloud-scale product development. Previously, he's helped incubate Fiori, Sports, Health, Conversational AI, Data Intelligence, and Intelligent Robotic Process Automation at SAP, and the next ventures are in the making. Karsten enjoys working with startups, SAP ecosystem, customers, and partners to learn and share. Let's say hello. Hello, Karsten, welcome to openSAP Invites.

Karsten Schmidt: Hello, Lizzie. Thanks for having me here.

Elisabeth Riemann: You're very welcome. Thank you for being our guest on the podcast today. I've been really looking forward to this episode so we can learn all about SAP Conversational AI. Personally, I'm always in favor of low code options, and I'm really excited to learn how we can build chatbots that improve the user experience. So, let's get started with our warm-up question. If you could build a chatbot based on your all-time favorite cartoon character or personality, who would you choose and why?

Karsten Schmidt: Well, that's a great question and I think one of the best experiences I can imagine being a geek would be to choose my favorite geek. And this is Sheldon Cooper from the Big Bang Theory, because he really knows things and you can't get a better, accurate answer and you may have the feeling there's an artificial, a touch of human in there.

Elisabeth Riemann: Really good choice. Karsten, over the years, I think we've all had our fair share of different experiences with chatbots, I know I have. And while we were preparing this episode, I was really curious to learn how long chatbots have actually been around. And I found out that the first ever chatbot was developed between 1964 and 1966 at MIT Artificial Intelligence Laboratory by Joseph Weizenbaum and it passed a restricted Turing test for machine intelligence, and I love this next detail, she was named Eliza after playwright Bernard Shaw's character, Eliza Doolittle, who most of us probably know from the musical My Fair Lady. Did you know that?

Karsten Schmidt: Yes, yes, and actually, we also use a code word of Eliza when we kicked off the project in SAP a lot. So, we stick to this theme. Yes.

Elisabeth Riemann: Brilliant, and I think it's the most fabulous name, and I love that fact, and so I wanted to ask you about that today. What's one of your best experiences in interacting with today's generation of AI chatbots?

Karsten Schmidt: There are so many right now, and I'm always positively surprised and happy to see when our technology is used in a lot of customers eyes and products right now. And one of the first ones where I had a pleasant experience and really understood the value of that was when I personally had to do some research on reimbursement with the healthcare provider and couldn't immediately find, Google was not immediately hitting the right page, but then the pop up came and I simply typed in my basic question and was directed to the right target. So, this was, as simple as it was, as helpful it was as well. So very nice experience.

Elisabeth Riemann: The perfect experience, I think, that's really good to hear. And Karsten, to set the context for today's episode, can you introduce us all to SAP Conversational AI? What do we need to know about it? What's your elevator pitch?

Karsten Schmidt: SAP Conversational AI is a low-code chatbot building platform for developers and also for non-developers that want to experience and build, train your chatbots, your dialog systems, embed them into your applications or into your Web page, connect them to the right channels where your customers or users are, and also, it helps you to even improve the quality and accuracy of the chatbot by monitoring the responses and interactions. And this can be done for SAP solutions, but also integrated with non-SAP solutions. And from a historic perspective, what we did is at SAP, we combined the strengths of our conversational AI technology and digital assistant technology, CoPilot, together with an acquisition we did almost three years ago, Recast.AI, a French startup, and now with the combined strengths of both entities, we are here to transform the user experience for conversational interfaces of our customers' employees, but also of the customers of our customers and all of that available as part of the Business Technology Platform of SAP within the SAP Extension Suite. It's a really neat offering as part of the entire portfolio that we have at SAP.

Elisabeth Riemann: And Karsten, you mentioned CoPilot there, I'm not sure if all our listeners know what CoPilot is, so maybe you could share that with us as well.

Karsten Schmidt: Sure, happy, Lizzie. CoPilot is a theme that we have developed in SAP over the last years to augment our applications with a digital assistant. So, this CoPilot is helping you to navigate in an application to execute simple tasks. And this was a harmonized look and feel and experience across our SAP offerings.

Elisabeth Riemann: So, if we focus now on the main capabilities of SAP Conversational AI, can you tell us more about the chatbot developer journey?

Karsten Schmidt: To call it a developer journey, that's the right expression for it, because it starts with a very, very simple entry level. So, you'll get tutorials, you get how-tos, you can sign up for free on the platform to develop your first chatbots. So, it's very easy and fast to develop, to bring it into production, to connect it to your services. And we have a lot of tools in there that help you even to augment it by custom scripting. If you want to connect to an API and you have to transform the content coming out of your system or going into your system, single sign-on, especially for enterprise user, super important that there's only one login across your systems to interact with chatbots and also when you would want to deploy these chatbots, this platform helps you in a no-

code fashion to operate and manage deployments of chatbots as well. When we look into the core piece of it, the heart of the Conversational AI platform, this is a natural language processing engine, so it's a world-class NLP, Natural Language Processing, that we have built to allow and enable human-like conversations with chatbots. And this almost in any language by simply analyzing the text inputs that is coming from the user, can be also transcribed based on voice and actions into text, and then we process the same. And this can be enriched with out of the box provided content to enable a better, smoother natural language interaction. And although we focus a lot of on our developers, so the whole experience, the UI, is very, very easy to learn and adapt yourself too. You can also work in teams and manage larger projects. You can benefit from the enterprise features that I mentioned already like single sign on, but also you want to have versions of your bots. You want to work in different environments and deploy them in different environments. And so, you can ensure that also improving and increasing the quality over time by properly monitoring and feeding back the insights that you gain on your chatbots to make them even stronger and better over time.

Elisabeth Riemann: I think that's so brilliant that you explain how they actually learn, and they improve over time, really bringing in the artificial intelligence to the chatbot. And what I also like is the fact that you provide an easy to use UI for both developers and non-developers, too. So that's really good. And AI in general brings real business value to the table. So, what are the key benefits of SAP Conversational AI that we all should know in a nutshell?

Karsten Schmidt: Besides the innovation character and the excitement we see all over the place by our users and stakeholders, there's also real business benefit behind that. And so most used or most seen benefit is when we help to automate and optimize reoccurring tasks like in any AI-based solutions. And here specifically, if you want to have at your fingertips 24/7 around the clock a scalable answering machine, scalable helping machine that can find information for you, that can be personalized even to your professional role you have in your company. And this from any device you can imagine from the Web, from your mobile or out in the woods, you can use in almost any language chatbots to help you with your task fulfillment. And from a business perspective, it's super important to understand that this can really reduce the costs of your infrastructure of your services. It increases at the same time the satisfaction of the consumers, of the users, because it's always available and has the right answers for

you. So, you automate time-consuming tasks, even tedious tasks, so that personnel can focus on the more complex tasks where really human brainpower is still required. And this we see typically in the service and support areas and companies, this typically relates to the HR service desk or the IT service desk, the procurement department, they all benefit to deploy chatbots for their convenience. So overall, you improve the entire productivity of your workforce and the happiness of your customers.

Elisabeth Riemann: And I think that's so key, right, that we kind of really get rid of these tedious, monotonous, repetitive tasks, right, that we all have in our day to day work, and you touched on some of those processes there. And I think, you know, if you can really concentrate on tasks that we can really bring our own brainpower too, then I think that equals happy users and happy customers at the end of the day, which is a big motivation. Right.

Karsten Schmidt: Yeah, absolutely, I couldn't agree more with you.

Elisabeth Riemann: So, I'd like to look a little bit at the low-code approach that you mentioned. Can you tell us about some of these low-code features and the process involved there? So, for non-developers?

Karsten Schmidt: Yeah, I'm happy to. And it also helps to see how SAP Conversational AI as part of the SAP effort to allow developers low code and no code enablement across the entire Business Technology Platform suite. And this is why we are part of this Extension Suite to enable conversational AI interfaces. And some examples, you have to think a chatbot, it's like a human peer you want to interact with, so there is a dialog typically ongoing between humans and you can imitate this dialog. You can design this dialog. You can design how you go left or right, depending on the responses you get from a real user. And this all in a visual building fashion that is very convenient. When you want to provide your chatbot, as said before, you have to meet where the users are. So, you have to connect to the right channels, can be as part of your custom web page, dialog system or chat system or in the public available ones on social media, Slack, Teams for the enterprise. And here with a simple configuration you hook it up and automatically serve your chatbot to those channels. As said before, scripting. For the more advanced or for the customizations that you require to hook it up to your specific endpoint, to your specific enterprise system, there we allow and enable

you in a very easy frontend-based scripting fashion to adjust the protocols, to adjust the payload, to adjust the APIs that you need to call. And back to our core piece, the natural language understanding. So, this is really what is the difference for conversational AI platform. And here we give you a lot of insights. How is your training data currently supporting to have a pleasant experience for the users? How good is the understanding level, the accuracy to interpret and understand what the users are typing? And so here we have a lot of tooling in place that guides you in terms of improvement for your bot to even increase the experience a bit more. And as I said before, across the entire product feature set, we enable our developers and stakeholders to use the videos that we have, the documentation that we have. We have a couple of courses like openSAP. We have a lot of examples and tutorials, integration examples for the enterprise. So here there's a rich variety of starting points that help you on this journey.

Elisabeth Riemann: And we'll include lots of links to those in today's show notes as well, and I think it's really great that you talk about natural language processing there as well, because I think, you know, how we interact with a chatbot, how natural the language is, really determines how happy we are with the experience with the chatbot. Right. So that can really make or break a solution and the way people work with that.

Karsten Schmidt: Absolutely. So, it's really key to understand a couple of things. One thing is you want to have the best possible experience and imitate a human like interaction. But we also have to be careful that we are not overselling or over pretending because people know they are talking to the machine and they even expect an avatar like experience that there's a robot answering your questions or helping you to guide you. So that's also fair to develop the theme of having this personality of someone you're talking to. And this makes it much more sticky, much more pleasant, and trustworthy as well.

Elisabeth Riemann: I'd like to focus on some of the use cases and scenarios and instances where chatbots really bring added value to our customers. Can you elaborate a bit there for us, please?

Karsten Schmidt: Yes sure, Lizzie. There are, I would say two main areas that we are targeting, and they are pretty huge, if you think about it. One is the customer service and support area. So, you as a consumer go to a Web page, you bought something,

you have a contract in place and you want to engage with a corporation, maybe afraid of calling them, waiting in a line. So, this is one big area, customer service and support. The other one that we see a steep curve of adoption is in the employee self-service scenarios. So, within the corporate environment, you typically have the same interactions, the same demands across your workforce. And so, to automate that, to make it easy accessible across your portfolio of solutions you have in place and profiles that need to be served. This is where the second, I would say most obvious choice, is for chatbots and while we are seeing still a faster adoption and you see it probably as well across the customer service and support area, I wouldn't say it stops here. So when we see what our team is already collaborating with the SAP product teams, let's take, for example, the SuccessFactors, SAP S/4HANA, where they aim for delivering out of the box embedded chatbots that help you for the main standard task across the entire customer base, so there we will hit thousands or hundreds of thousands of employees in our customers that benefit from chatbots immediately. And there are sometimes simple tasks, but they are time consuming. If you want to locate in a complex enterprise application, where to fill in a specific data item, where to ask for your vacation policy and something like that. So here, simply using this chatbot navigates you directly to the right application, to the right point within the complex application landscape. Or you are also searching for information like a search engine. Chatbots help you to narrow it down, to navigate you to the rich set of resources that you have available. And for the business processes, there we see a lot of it's also information retrieval, like checking the status of some process offer, order or stock information you want to pull up from your backend system and here without having to fill out complex forms to filter and search. So, this is really, really convenient. And managers all over the place they have to approve a lot of things. So, make it just one click, the chatbot helps you to get your approval smooth through the system. So here overall, we have seen that the chatbots have proven to be super effective. And if you look into specific industries like banking, insurance, the telco industry, travel, and retail, but also in areas like supply chain, here we see that there is a strong demand and also success in deploying chatbots. So, for instance, on lead generation or tracking processes, or the working floor or the production environment, customer feedback collection and self-service scenarios as well. So, this is where chatbots definitely provide real business value to the users and the companies. And now if we look back in SAP again. Conversational AI is not the only intelligent technology that we have. We have more of that like robotic process automation and here we see already great synergies when we

want to optimize, automate, and operate business processes and workflows by combining the power of chatbots for the user interface and seamless interaction, plus the help of automating and integrating this robotic process automation across a complex IT landscape. So, these are amazing examples where we see chatbots super beneficial.

Elisabeth Riemann: Absolutely, I think these are just great examples of things that take up a lot of time and can be really quite tedious sometimes, too. And are there some specific customer scenarios where you've used our solutions there to really great success that you can tell us about?

Karsten Schmidt: Oh, yeah. Let me pick one that is really on everyone's mind right now, I would say, with the current Covid situation. So, I think we are bored about talking about it. So, let's reduce the amount of interaction we need to get support. And this is what we did together was Parkland Health & Hospital System. So, we help them to build a Covid chatbot. So, what was a chatbot delivering? It helped their patients to make a first assessment about symptoms and get the first initial screening and this all online in a multilingual fashion. So even they have a huge crowd of Hispanic patients and customers, so they are able to use it. We also helped to reduce calls to the call center. We helped to reduce the face to face meetings typically necessary, especially in the Covid situation and all of that, you won't believe it, took four weeks to ramp it up, bring it into production, and get immediate help for the customers of Parkland.

Elisabeth Riemann: That's such a fast turnaround. That's incredible.

Karsten Schmidt: Yeah, and this was really back to the power of having low code, plus some help with some experts to build this very, very helpful scenario for conversational AI chatbots in a Covid environment. And there are many more. Let's take one that is maybe more resounding with a lot of our customers like we did with Rabobank. And they were overloaded with requests coming from their suppliers and vendors. So, they wanted to know basic things, inquiries about the status of a payment, for instance. And this is a common service desk activity. But if you think that those customers have hundreds or thousands of those requests per week, then you really have a lot of load without really a lot of intellectual work behind that. So, this was our goal to automate that so that suppliers get a faster response 24/7 by using chatbots as well. And although this has shown even during the lockdown for these remote workers, that this was really

helpful because there was a real surge in terms of these inquiries. And this could, this peak load, could be fairly well compensated with supplying AI technologies and chatbots. So, the satisfaction of the suppliers and the employees at Rabobank went up because of that. And they, after the initial week of ramp up, already served hundreds of conversations every day by their nicely named chatbot, Billy.

Elisabeth Riemann: Why was he called Billy?

Karsten Schmidt: That's a good question. We have to ask them.

Elisabeth Riemann: And what's your favorite aspect of working with the customers when you're implementing these scenarios. It must be very motivating to receive that feedback, but what do you like best? What's your personal experience?

Karsten Schmidt: There are many touch points, and that's a good question, and the most interesting one is a) to learn what they want to achieve because they have a totally different perspective, why they want to apply and deploy chatbots, where we have maybe too much a technical focus about the cool functionality, about the natural language capabilities. They see their users and their customers at first and the business problem, and then they have clear goals in mind. And then what is really interesting is the challenge that they put on the table to solve as a chatbot. Is it reducing the number of tickets or reducing the turnaround time, the response times, satisfaction of the users? So, there are many, many criteria who could aim for. And if they have a concrete goal and you can see how we can help them and validate their chatbots, can achieve that goal, that that's super exciting.

Elisabeth Riemann: Yeah, I can imagine a different perspective, right? So, you said SAP focusing on the technology or the different features and functions and then the customer perspective, looking at the use cases and the scenario or the business problem that you want to solve and assist there, too. And as we all know, technology moves so very fast, I think, especially so when it comes to AI. So, I'd like to ask you, if I might, how do you see the chatbot market potentially evolving over the next few years?

Karsten Schmidt: Oh, yeah Lizzie, that's an interesting perspective to look at, I would not only look at the market there are two things in there. One is for sure, the whole field

of AI and the technology, which is in a very, very high pace and short cycle mode still. But also, there is a market and the market is growing and this is especially in the support and service areas, but we see a lot more. And also, to properly grow such a market, it will evolve to an ecosystem so that partners, customers, providers, users, they can plug and play their chatbots into each other, into their own assistants or channels to help users and partners across. I also am pretty sure that the way how we develop those systems will change to a certain degree, that we can reuse the existing skills, the existing capabilities and knowledge that we accumulated and built into the systems already, to incrementally build new skills and new scenarios on top. So, we will reduce even further the effort to start from scratch, to have a full development lifecycle for your own customer scenario. I'm also pretty sure now looking at the enterprise application space that we will blend some of the distinct features that we see right now. So, there are very dedicated chatbots in place, for instance, as I mentioned earlier, to navigate through an application or to find the right information. And this will blend even further so that it's more seamless. And you as a user may not even recognize that you're talking to different engines, to different chatbots to get your problem solved. And if you think even then, a step further, what we see already that not only a chatbot, but this is a whole part of a dialogue for a human machine interaction. So, the whole dialog system will evolve that it takes more into account the context where you are, the previous tasks that you have done, where you and your workflow. Do you have maybe visuals, or gestures, that are augmenting your interaction? Voice, as mentioned earlier, speech scenarios will blend in as well. And you see also that there's already an interest in how can it be combined with the more home user experience of the assistance we have and our speaker devices or in a meeting room. So, this whole dialog human machine interaction will evolve as well. And now the intelligence of the system, this will evolve. For one part, it's as we said, intelligent and machine learning is super helpful to automate tasks. And beyond this intelligent automation, by just observing you, and proactively recommending a best next step or the interaction and make it much smoother and less steps required. So, I think, as you think with human and this is a peer who can react and interact without being pre-programmed, and we will see less of this requirement to be pre-programmed as a chatbot, but more augmenting a real human dialog. And this ultimately will lead towards the digital assistants that a lot of people are still dreaming of and starting to implement. And there are many, many flavors right now in place and bringing all these capabilities of AI and proactive behavior, context-sensitive behavior into account is a rich knowledge base. This will really power how we

experience the digital assistant in the future and chatbots is a really good starting point, a major part of that.

Elisabeth Riemann: It's absolutely fascinating to hear how things are developing right now and how it's really moving away from being considered artificial intelligence, I guess then as well, and really augmenting our work experience as well, isn't it? It's really talking about you said of the digital assistants and being very much context sensitive as well, which I love.

Karsten Schmidt: And you said it perfectly, it's augmenting us, it's helping us on certain assets, on certain aspects that make our life easier, and these things will learn, they will adapt to our behavior, to our experience level, and they become smarter. Yes.

Elisabeth Riemann: That's really good. Staying with the core theme of learning, I'd like to now talk about your openSAP course with the team and it was entitled How to Build Chatbots with SAP Conversational AI. It ran for six weeks in Q4 2020. And the course is no longer live, but it is still available to all our learners on openSAP and it's free to learn in self-paced mode. Can you perhaps share some of your personal highlights from this course?

Karsten Schmidt: Yes, and here, kudos to the entire team. Obviously, that was preparing the course, that was running and organizing the course and others doing all the follow ups. So, and this was really, really great to see that there was a huge number of enrollments, very, very high, intense activity during the course. But also, afterwards, there are still people referring to the course, coming back to us, engaging with us. So here the overall experience from our side was super positive. And the feedback that we received mirrored that as well from the participants. And I think we received really great ratings, more than four star rating out of five. And so, what the learners did there in this course, maybe not everyone knows that, they were able to build a full chatbot from scratch so their own chatbot. Everyone had access to the platform. Everyone was more or less following the script to develop this example bot. And also, what a lot of learners could achieve was to earn their badges so they can put on social media and brag about it, hopefully, that they are now well qualified to use as SAP Conversational AI. And what it also helped us is to validate and still improve as a feedback how our platform is working, what it's easy to get initial steps, the ramp-up part to develop a chatbot, so very

accessible for the developers and non-developers. And we also saw where our user base is coming from. So, we see that a lot of enterprise users are picking up these topics these days. It's not only in the geek area or for the developers out there in the consumer space. Now, also for the enterprise developers and interestingly, it's a major part of our whole participants even came from India. So, we see all over the place growing interest into the topic. And this made proud also that we could serve this interest.

Elisabeth Riemann: I think that's the really good aspect of an openSAP course, though, it's really that interaction with the learning community, it's being able to feed that feedback back into the product as well, and to really find out what people are asking questions about, where the learning requirements actually are. And yeah, I think it was a very big success with the course.

Karsten Schmidt: Yes, absolutely, and the interesting one is you learn in the course how to work with a platform, what even the artifacts are that you need to create, like an intent. So, what the user wants to interact with, you get to manage that, you get to model that. Entities so that the chatbot really understands details of your interaction, how you model your dialog, how to develop a skill, an entire skill for a chatbot, and then connect it to your favorite channel and monitor how users are using it to continuously improve it. So, you learn the entire developer experience from start to the end for our chatbot building and bring it into production.

Elisabeth Riemann: And that's a great opportunity, I think, to get that real hands on experience, I think that's key.

Karsten Schmidt: Yes, absolutely, because we love developers, we are developers ourselves, so this tool and platform is for developers.

Elisabeth Riemann: And so, for listeners who've already maybe completed this course, what next steps can you recommend? Where can we find further information? What should we do now?

Karsten Schmidt: Yeah, there's much more and for sure for the basics and to get an entry level into chatbot building, the openSAP course is a perfect start. Besides that,

what you should do is join our SAP community. So, we have a topics page where you can follow our product tag so you will not miss out for any events that we are planning and running for new learning and enablement material that we are providing. And we are continuously increasing the number of tutorials that we build that SAP colleagues, but also partners, that they provide their tutorials for us. We run workshops, for sure the documentation of the product. And there are many, many demos out there that help you to get acquainted with the product and with the platform. So, all the announcements you will find there as well. And there is more, like the Q&A platform, SAP Answers. This is where we engage you as you and our experts, into answering your questions, getting a quick answer turnaround time. So also, something I invite everyone to participate with, and there's even more. So, we are already preparing our second openSAP course so based on this very positive feedback. So please stay in touch. And I hope by the end of the year, 2021, you will see more of that.

Elisabeth Riemann: That sounds very promising indeed, we will look forward to that. And in the meanwhile, we'll keep checking out SAP Community and all the latest and greatest information to be rolled out there. Can we talk about new features and functions that you have now with SAP Conversational AI? Obviously, the last course it was Q4 2020, I'm sure many of our learners are quite curious to know what's new, what's exciting? Can you fill us in there?

Karsten Schmidt: Yes, there is there's constantly innovation coming into the platform and into the chatbot building developer experience, and also if we recap a bit for the latest features that we built into the platform, like using all the regular expressions for entity definition or building more intelligent chatbots that help you to automatically disambiguate the inputs, making it easier to connect to an API. So, a lot of testing capabilities were built into the platform that help you to automatically test the quality and accuracy of your chatbots and increase the efficiency of monitoring with conversational logs. And beside that we also have a strong focus on the enterprise feature side. As we said earlier, there is premium functionality for single sign-on or for having the Destination service of the Business Technology Platform embedded. And then you built-in testing, bot testing functionality. We also want to continue to work with you on our experience and our exchange where we have our events like we did with the last SAP TechEd, where we run several sessions for beginners and advanced users. And I am looking forward to more of those TechEd sessions with all of you. We also run part of

the SAP Innovation Award 2021, and we see already a lot of submissions that are related to SAP Conversational AI and a lot of use cases coming from cyber for Juniper that we see already. And since the finalists will be announced soon, I'm a little bit hopeful that we see a conversational AI project there as well. So, this will be really, really amazing.

Elisabeth Riemann: Fingers crossed.

Karsten Schmidt: Thanks, Lizzie. And what we also started, based out of our team is a tutorial challenge, and the idea was multiple things. For sure, we want to know and hear back from our stakeholders, partners, customers, how they are leveraging conversational AI. But we also want to share it across our customer and stakeholder base. So, the team created a really nice tutorial challenge. And we see already many, many submissions and you can vote on them. We will have winners of the tutorial challenge. So, this is a really great source of real scenarios of real integration scenarios that we see. And you will get the tutorials for free shared via SAP Conversational AI. This year, we also work on a lot of features that many of our stakeholders require to even scale further. The development and the distribution of chatbots, like bot delivery concepts, is a big topic, or how you scale the number of bots that you have in production across your customer base.

Elisabeth Riemann: What's a typical number then you talk about the average number of bots?

Karsten Schmidt: There are two dimensions to that, Lizzie. One is they may only have five to 10 bots and then it depends how complex they are, or they have hundreds of smaller bots focusing on very, very specific tasks. And there's one more challenge, is how often you deploy these bots to different regions, to different customers, because a lot of our customers even have many systems in place across the globe. So, yeah, it's a multidimensional space where you have to optimize how you develop, how you roll them out, how you scale them for different languages, for instance, how you ask them for different local requirements that you have to adjust to. And this is something where we have to help our customers. And also, if you want to put multiple bots in the same experience, you want to have it like a human. A human gets the intention. OK, you are talking about a specific domain, a specific topic. But this is something where we still

have to invest and help our customers to develop that these multitude of bots work seamlessly together.

Elisabeth Riemann: I think it's like you said, as was always this seamless integration, and when it works seamlessly, that's wonderful. And that's what we kind of really looking for then as well.

Karsten Schmidt: Yes, and we see it also for our product teams that are super interested, like I mentioned before, our line of business applications like SAP SuccessFactors, you will see more of these bots built in, ready to use for all the users of these applications. I also want to again thank all the participants for the first openSAP course, because the feedback that you provided to us was super helpful to design the second openSAP course for the more advanced users. So here we will obviously also include the new features, the FAQ capabilities, how to build an FAQ bot, but the Enterprise edition that we have in place with the enterprise features. So, you will see a more dedicated advanced second openSAP course for that. And we can't wait anymore to show you how to take your chatbot building to the next level here. And last but not least, there are many more events like our SAPPHIRE NOW event, our biggest annual customer and partner conference for the entire SAP ecosystem. And here also we will showcase again projects together with our product teams, but also with customers and partners to benefit from chatbots.

Elisabeth Riemann: That's really great. Thank you for sharing so many insights and exciting things to come. On openSAP Invites, we really like to ask our guests about their learning recommendations and you've already shared quite a few with us, there Karsten. Maybe you could summarize for us, we talked about the next openSAP course coming towards the end of this year. How can we best utilize the time between now and then? What do you recommend?

Karsten Schmidt: Yes. So, what I really recommend to everyone is make use of the learning journeys that are there, so it's a great place to start and to continuously expand your knowledge for Conversational AI. And it doesn't matter whether you already have some experience with building chatbots, but it's your place to start and find a lot of resources. And as we said, with the openSAP course, I also encourage everyone to continue to use the tutorials, to complete them, and by improving your skills, you also

earning the badges that you can use in your SAP Community profile. So, this is something where you can definitely bridge the time. There's so much content out there. So, I'm not worried about having enough to learn and tutorials in place.

Elisabeth Riemann: Certainly, no shortage there though, that's really incredible, and you also mentioned SAP Community as being the best place to stay up to date with all the different updates and innovations that have been rolled out on SAP Conversational AI.

Karsten Schmidt: Yes, definitely it's the go-to place. We are also on the social media channels that you can imagine. You will find the videos on YouTube; you'll find us on Twitter and everywhere. So, there's plenty of resources. Look out for the hashtags to follow and I'm convinced to see most of you also for the second openSAP course.

Elisabeth Riemann: Which hashtags should we be looking for that Karsten?

Karsten Schmidt: There's one hashtag, SAPCAI and the others I have to ask Paul right now, because he is our master of hashtags.

Elisabeth Riemann: And Karsten, you mentioned Paul there, that's Paul Pinard, maybe it's good to mention that we have other people listening in on the podcast as well from the SAP Conversational AI team. So, if I hand over now to Paul Pinard, who leads marketing and communications, maybe you can tell us about the hashtags.

Paul Pinard: Yes, of course, so you can engage with us on Twitter, following us with the hashtag SAPCAI. You can also follow the hashtag #Chatbots and #ConversationalAI for not to miss anything related to Conversational AI and chatbots. You can also follow us on other social media channels like Facebook and LinkedIn and also YouTube.

Elisabeth Riemann: Thank you so much, and I love that that's real proof that it's a team effort. Thank you. Karsten, to conclude today's episode, can I ask you to name three key takeaways for us that we should remember about SAP Conversational AI?

Karsten Schmidt: Sure, the three key takeaways for today is building a chatbot is becoming quite easy these days, so the tools that we have in place and no code and low code chatbot building elements make it very accessible for everyone. And it's not important whether you focus on an SAP or non-SAP scenario. Just get your hands on, this is important. The second one is that SAP Conversational AI is a core element of SAP's strategy to infuse more and more AI capabilities into our application portfolio. And here obviously the best examples that we have are with SAP SuccessFactors and SAP S/4HANA. And the third key takeaway is chatbots are here to stay, though there are great start to revolutionize our user experience and we even expand that to the customer and employee experience. And also, as we talked before, how this will grow into a digital assistant experience over time. And they have proven to be very effective in those scenarios and I'm really looking forward to all the chatbots that will be built.

Elisabeth Riemann: Karsten, thank you so much for sharing your expert insights with us today. It's been a true delight to talk to you, so thank you very, very much to you and to your entire team.

Karsten Schmidt: Thank you, Lizzie. I enjoyed it and thank you.

Elisabeth Riemann: Thank you for listening to openSAP Invites. If you enjoyed this episode, please share, and leave a review and don't miss your next invite, subscribe now.

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